

## CLAIMS:

1. An advertisement-linked free message provision system in which a message sender sends an advertisement-linked free message to a message recipient, comprising a free message management server including:

a free message usage certificate management database for storing information regarding sales of free message usage certificates from at least one communication company, sold to one or more affiliated stores;

an advertisement database for storing advertisements;

a free message use request information receiver for receiving free message use request information containing a telephone number of a specific customer acquiring at least one of the free message usage certificates and affiliated store identification information from a specific one of one or more affiliated store terminals held respectively by the affiliated stores;

an authentication processor for searching the sale information stored in the free message usage certificate management database for sale information corresponding to the affiliated store identification information to determine whether the corresponding sale information is present in the stored sale information, and performing an authentication process based on the determination result; and

a free message manager for, if the free message use request information is authenticated by the authentication processor, allocating an advertisement-linked free message content to the specific customer and transmitting free message content allocation information containing the telephone number of the specific customer to a communication company server managed by the communication company so that the communication company server can deduct the amount of money corresponding to use of the allocated free message content from a text data usage fee to be charged to the customer's telephone number.

2. The advertisement-linked free message provision system as set forth in claim 1, wherein the free message management server further includes:

a free message usage certificate purchase request information receiver for receiving free message usage certificate purchase request information from each of the affiliated store terminals; and

a free message usage certificate allocation information transmitter for transmitting free message usage certificate allocation information based on the free message usage certificate purchase request information received by the free message usage certificate purchase request information receiver to each of the affiliated store terminals.

3. The advertisement-linked free message provision system as set forth in claim 2, wherein the free message management server further includes a settlement requestor for transmitting settlement request information to at least one financial company server to request it to settle the affiliated stores' accounts for prices for purchases of the free message usage certificates, respectively, and then receiving results of the settlements from the financial company server.

4. The advertisement-linked free message provision system as set forth in claim 3, wherein the free message management server further includes:

a refund request information receiver for receiving refund request information containing a returned amount of the free message usage certificates and the affiliated store identification information from the specific affiliated store terminal; and

a refund processor for, if the authentication processor searches the sale information stored in the free message usage certificate management database for the sale information corresponding to the affiliated store identification information to determine whether the corresponding sale information is present in the stored sale information, and authenticates a specific one of the affiliated stores holding

the specific affiliated store terminal as a result of the determination, requesting the financial company server through the settlement requestor to pay the specific affiliated store a refund of the returned free message usage certificate amount contained in the refund request information received by the refund request information receiver, and updating the free message usage certificate management database on the basis of the refund request information.

5. The advertisement-linked free message provision system as set forth in claim 4, wherein the free message management server further includes an affiliated store advertisement receiver for receiving respective advertisements of the affiliated stores from the affiliated store terminals and storing the received advertisements in the advertisement database.

6. The advertisement-linked free message provision system as set forth in claim 5, wherein:

the advertisement-linked free message content allocated to the specific customer is a free message content linked to the advertisement of the specific affiliated store; and

the free message manager is adapted to check whether the specific customer has sent all messages of a number set in the allocated free message content, and request the

communication company server to deduct the amount of money corresponding to the use of the allocated free message content from the text data usage fee to be charged to the specific customer's telephone number, if the specific customer has sent  
5 all the set number of messages.

7. The advertisement-linked free message provision system as set forth in claim 6, wherein the free message management server further includes:

10 a free message usage certificate purchase request information transmitter for transmitting free message usage certificate purchase request information to the communication company server; and

15 a free message usage certificate allocation information receiver for receiving free message usage certificate allocation information based on the free message usage certificate purchase request information from the communication company server.

20 8. The advertisement-linked free message provision system as set forth in any one of claims 1 to 7, further comprising the communication company server adapted for allocating the free message usage certificates to the free message management server and, on the basis of the free  
25 message content allocation information from the free message

management server, deducting the amount of money corresponding to the use of the allocated advertisement-linked free message content from the text data usage fee to be charged to the specific customer's telephone number contained in the free message content allocation information.

9. The advertisement-linked free message provision system as set forth in claim 8, further comprising the one or more affiliated store terminals, each adapted for transmitting free message use request information containing a telephone number of a customer acquiring at least one of the free message usage certificates and affiliated store identification information for authentication to the free message management server.

10. The advertisement-linked free message provision system as set forth in claim 9, wherein each of the affiliated store terminals is further adapted to transmit the free message usage certificate purchase request information to the free message management server and receive the free message usage certificate allocation information based on the free message usage certificate purchase request information from the free message management server.

11. The advertisement-linked free message provision

system as set forth in claim 9, further comprising the at least one financial company server adapted for processing a settlement associated with the free message usage certificate purchase request information from each of the affiliated store terminals.

12. The advertisement-linked free message provision system as set forth in claim 11, further comprising at least one customer terminal for receiving the advertisement-linked free message content allocated from the free message management server and using a short message service (SMS) or multimedia message service (MMS) free of charge using the received free message content.

13. An advertisement-linked free message provision system comprising a free message management server including:

a free message usage certificate management database for storing information regarding sales of free message usage certificates from at least one communication company, sold to one or more affiliated stores;

an advertisement database for storing respective advertisements of the affiliated stores;

a content manager for creating free message contents linked respectively to the advertisements of the affiliated stores stored in the advertisement database and distributing

the created advertisement-linked free message contents; and

a free message manager for receiving information regarding use of a specific one of the distributed advertisement-linked free message contents through a random customer terminal and, on the basis of the received information, requesting the communication company to deduct the amount of money corresponding to the use of the specific advertisement-linked free message content from a text data usage fee to be charged to a telephone number of the customer terminal.

14. The advertisement-linked free message provision system as set forth in claim 13, wherein each of the advertisement-linked free message contents includes the advertisement of a corresponding one of the affiliated stores.

15. The advertisement-linked free message provision system as set forth in claim 13, wherein each of the advertisement-linked free message contents includes information regarding a location of the advertisement of a corresponding one of the affiliated stores.

16. The advertisement-linked free message provision system as set forth in claim 13, wherein the content manager is adapted to transmit and distribute the advertisement-linked



free message contents to customer terminals.

17. The advertisement-linked free message provision system as set forth in claim 13, wherein the content manager  
5 is adapted to transmit and distribute each of the advertisement-linked free message contents to a corresponding one of one or more affiliated store terminals held respectively by the affiliated stores.

10 18. The advertisement-linked free message provision system as set forth in any one of claims 14 to 17, wherein each of the advertisement-linked free message contents includes an expiration date.

15 19. A mobile communication terminal comprising:  
a free message content receiver for receiving a free message content linked to an advertisement of a specific affiliated store from a free message management server or an affiliated store terminal held by the specific affiliated  
20 store and storing the received free message content in a free message content database;

a free message manager for executing the advertisement-linked free message content stored in the free message content database, receiving message contents and a telephone  
25 number of a message recipient inputted from a user, and

sending a free message linked to the advertisement of the specific affiliated store and containing the received contents to the message recipient's telephone number; and

5 a free message content use information transmitter for transmitting information regarding use of the free message content through the free message manager by the user to the free message management server.

10 20. The mobile communication terminal as set forth in claim 19, further comprising:

a free message receiver for receiving an advertisement-linked free message sent from a different mobile communication terminal; and

15 a free message outputter for outputting the free message received by the free message receiver to a screen of the mobile communication terminal.

20 21. The mobile communication terminal as set forth in claim 19 or 20, wherein the advertisement-linked free message content includes the advertisement of the specific affiliated store.

25 22. The mobile communication terminal as set forth in claim 19 or 20, wherein the advertisement-linked free message content includes information regarding a location of

the advertisement of the specific affiliated store.

23. The mobile communication terminal as set forth in claim 19 or 20, wherein the free message content use  
5 information transmitter is adapted to check the number of messages set in the advertisement-linked free message content, and transmit the free message content use information to the free message management server if the user has sent all the set number of messages.

10 24. The mobile communication terminal as set forth in claim 19 or 20, wherein the advertisement-linked free message content includes an expiration date.

15 25. The mobile communication terminal as set forth in claim 22, wherein the free message outputter is adapted to receive an advertisement from location information contained in the received free message and output the received advertisement to the screen along with the received free  
20 message.

26. The mobile communication terminal as set forth in claim 19 or 20, wherein the advertisement of the specific affiliated store includes at least one of a video, image and  
25 text.